

NEW ERA OF BUILDING STRIKES EL PASO

IN SKYSCRAPERS

Latest and Most Artistic Ideas in Office Building Construction Brought Here First Hand By Architects. Rio Grande Valley Keeping Step With El Paso---Settling Up Fast: This Land Richer Than the Valley of the River Nile:

Perhaps the most significant signs of the progress and development that is attracting the attention of the United States to El Paso is the erection of beautiful, artistic buildings which, in addition to representing the most modern and up-to-date structures in point of incorporating the latest features of eastern and northern skyscrapers are rich in architectural art and design. The creations of the master minds in building design are being injected with little regard for cost into the great office buildings now in the process of erection and when completed they will give El Paso one more asset over her sister cities.

When the skyscrapers were planned and designed, the advantages to be derived from erecting well lighted, ventilated and modern edifices paying dividends as business investments were not alone considered by those responsible for their being, but each builder was specific and took pains to select from the most recently constructed skyscrapers of palatial design and appointment that the big cities of the east are proud of, the crowning features of the art of the best architects in the country, and features of decorations, and have brought them to El Paso where they will be a delight to the eye and give the citizen more reason to be proud of calling El Paso his native city.

WEALTH LIES IN THE SOIL OF THE RIO GRANDE VALLEY.

Five years will work a transformation in the El Paso Valley. Ten years will work a miracle. This valley is as certain, within a quarter of a century, to be densely populated, richly productive, net worked with trolley lines and dotted with thriving small towns, as the sun is to rise tomorrow morning. The migration of homeseekers into the great southwest is now on. It is not coming in the long lines of canvas-covered wagons as was witnessed in the years gone by in the settlement of Iowa, Nebraska, the Dakotas, Kansas and the states that lay beyond. The hardships these early pioneers endured is a matter of history. The pioneers of the Southwest came many of them in prairie schooners. Time and the railroads have changed the mode of navigation. The homeseeker now rides on comfortable railroad trains and comes with money to buy land if suited and to develop it. The climate, soil, natural products, transportation and the markets strongly appeal to the homeseeker and farmer from the north when he arrives in the El Paso Valley, and finds as he does, upon personal investigation, that it is all that has been represented to be and more, too. It is a well known fact that the success of

a country depends on its soil. Nowhere is there a more perfect soil than that of the valley lands. There is always a reason for everything and there is an abundant reason for the large crops that have been produced in the El Paso Valley this year. Water alone will not produce bumper crops in orchards and on ranches, unless the soil is composed of materials that will respond to the irrigation and cultivation given to it by the practical irrigationist. In no country in the world is there the intensity and abundance of plant life producing elements as in the soil of the El Paso Valley. Not only is the quality the equal of any known region, but the quantity of the rich plant foods is practically inexhaustible. Having been built up from the silt carried in solution from the upland countries to the north, there is no surface and subsurface soils that represent the sum total of the fertility of the land, but it extends down for a hundred feet and all that is necessary in order to fertilize the land after the removal of a crop is the deep plowing and breaking of the land by the farmers. This soil has never been leached of its energy by the excessive rains such as fall in the mountain valleys of Colorado and the north. The rainfall is not a factor in the agricultural industry and what does fall is immediately absorbed by the ground and there is very little erosion to carry away the plant food. Coupled with this fertility that is stored in the ground is to be considered the continuous fertilization caused by the flooding of the fields by means of the border system of irrigation in use in the valley. The dun colored waters of the Rio Grande are anything but poetic in their appearance, but what is more important commercially, they carry ton after ton of the richest soil from the highlands and deposit it in solution on the lands of the lower valleys, including the El Paso Valley. Ditch cleanings are saved and distributed over the less productive spots in the hay fields or the orchards, it being the best fertilizer obtainable. Low places are built up by means of the settlements of the river water and unproductive places are brought up to the level and fertility of the remainder of the field by means of the rich silt. The intense dryness of the atmosphere in the El Paso Valley is another active agent in the great production of this section. This dryness causes a rapid evaporation through the stems of the forage grasses and grains. With an abundant supply of waters constantly being run onto the land by the irrigation ditches, the plants are able to carry this moisture through

their systems, absorbing their plant foods and causing a luxuriant growth which enables the grower to produce many times over the ordinary yield of the rainfall farms. This supply of water can be controlled with the exactness that the electric supply of a factory is estimated, and it is in the power of the planter to produce returns that would be considered little less than wonderful to the uninitiated.

The hundreds of visitors to the National Irrigation congress a year ago were most surprised and astonished at the showing made in the exhibits of the different sections of this valley, a territory supposed by many to be composed of desert and sand wastes. The displays of fruits, grains and melons that were shown there was the magnet that attracted the crowds from the other exhibits. Big, red cheeked apples were fondled as if they were animate beings, grains were measured, compared and in many instances samples were tucked away in an inside pocket for planting on some farms in a distant country. Even the canned products of the valley canning factory came in for their share of attention and were awarded a silver cup as the best quality shown. A large number of prizes, premiums, and honorary awards were made on the products exhibited from this valley.

This valley is the natural home of the alfalfa plant which for years has been one of the standard and best paying crops in this section. The long seasons give us an advantage over those raising the crop in northern countries. An average of four crops each year are grown. It commands a good price and constant demand. Several farms this year have yielded a net income of over 25 percent of the value of the land. Wheat yields well, producing as high as 60 bushels per acre, the average yield seldom falling below 40 bushels. Oats and barley also do well. They make excellent feed for horses and milk cows and are largely raised for that purpose. The soil in this valley is peculiarly adapted to the raising also of the finest quality of the Bermuda onions. The onion industry gives promise of becoming one of the leading ones. Tomatoes, cabbages, beans, pears and chile are raised in abundance. The canning factories in the valley handle large quantities of vegetables and affords a ready market. Truck farming has long since passed beyond the experimental stage. The El Paso valley offers advantages that will not repeat themselves. An area of development is under way and the homeseeker should make a note of it.

No other place on earth offers as many opportunities as El Paso and the El Paso Valley of the Rio Grande. That's where dirt is dollars. These are the men who will be pleased to answer all questions:

AUSTIN & MARR, Caples Bldg., El Paso, Texas.
WM. MOELLER, Herald Bldg., El Paso, Texas.
A. P. COLES & BROS., American Nat'l. Bank Bldg., El Paso, Texas.
HATTON REALTY CO., 224 Mesa Ave., El Paso, Texas.
NEWMAN INVESTMENT CO., 226 Mesa Ave., El Paso, Texas.
FELIX MARTINEZ, 14 Plaza Block, El Paso, Texas.
LONE STAR LAND CO., 213 Texas St., El Paso, Texas.

MATHEWS & DYER, 117 N. Stanton St., El Paso, Texas.
PENCE BROS., 217 Texas St., El Paso, Texas.
ANDERSON-BENNETT REALTY CO., 27-28 Bassett-Edwards Block, El Paso, Texas.
D. G. HEINEMAN, 207 St. Louis St., El Paso, Texas.
H. L. HOWELL, Herald Building, El Paso, Texas.
MAPLE & CO., 209 1/2 Mesa Ave., El Paso, Texas.

LATTA & HAPPER, Mills Bldg., El Paso, Texas.
J. R. FISK, Trust Bldg., El Paso, Texas.
CASSIDY & DAVIDSON, Buckler Bldg., El Paso, Texas.
BUCHOZ & SCHUSTER, Caples Bldg., El Paso, Texas.
JOSEPHUS BOGGS, 15 Morgan Bldg., El Paso, Texas.
R. C. BAILEY, 306 Mesa Ave., El Paso, Texas.
LOOMIS BROS., 202 Texas St., El Paso, Texas.
PETERMAN & LANSDEN REALTY CO., Ysleta, Texas.